

# An Introduction to Web 2.0

*(The User's Voice in the second generation of the WWW)*

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# What is Web 2.0?

Web 2.0, refers to a *supposed* second generation of Internet-based services that emphasize online collaboration and sharing among users

Source: [wikipedia](#)

Tags: web2.0, presentation, slides



# Web 2.0 services:

- Social networks ([flickr](#), [youtube](#), 43things, [slideshare](#))
- Web-based applications ([Google docs](#), TimeTracker)
- Wikis ([wikipedia](#))
- Blogs, photologs or podcasts ([blogger](#))
- News promotion systems (digg, meneame, fresqui)
- Content managers ([netvibes](#), [del.icio.us](#), cannotea, refworks)
- Communication tools (basecamp, zoho project, meebo)
- Subscription systems (bloglines)
- Searchers based on tags ([flickr](#), [technorati](#))
- ...

Tags: web2.0, services, examples



# Web 2.0 basic characteristics:

- Applications **used** entirely through a Web browser (access info)
- **Users** own the data on the site and exercise control (manage info)
- **Users** are encouraged to add value (create info)
- Some **social**-networking aspects are included (participate)
- A rich, interactive, **user**-friendly interface (easy to use)

e.g. Encyclopedias: Microsoft Encarta vs wikipedia

**Tags:** web2.0, characteristics, user



# Now, **You** are the protagonist

*Web-as-information-source* **VS** *web-as-participation-platform*

(access info)

(access info)

(create info)

(promote info)

(manage info)

**Access to info** (generated by institutions or by other users)

**Add new content** (e.g. knowledge, opinions or experience)

**Share your things** (e.g. photos, writings)

**Control the info** (delete, promote, correct or complete)

**Suming up** (vote the best places to travel or interesting scientific papers)

**Put your things online** (tasks, meetings, gift lists or a list of books)

Tags: web2.0, user



# Blogs: user's voice on the Web

A blog is a website where entries are made in journal style and displayed in a reverse chronological order

- You write easily everything you want (without specialized knowledge)
- You are connected with other people (blogosphere)
- Primary textual, but no restrictions (photos, video, audio, etc)

There are at least **60 Millions**, and growing (i2x each 6 months!)

*Blog* can also be used as a verb, meaning to maintain or add content to a *blog*.

**Tags:** web2.0, blogs, user



# What does all this mean?

*The **strengthening of the user's** role offers a lot of possibilities that are changing not only Internet, but also our **society***

Here, only three examples...

- Systems to promote news in a social way
- Defeating information asymmetry
- Updating the scientific journals

Tags: web2.0, user, society

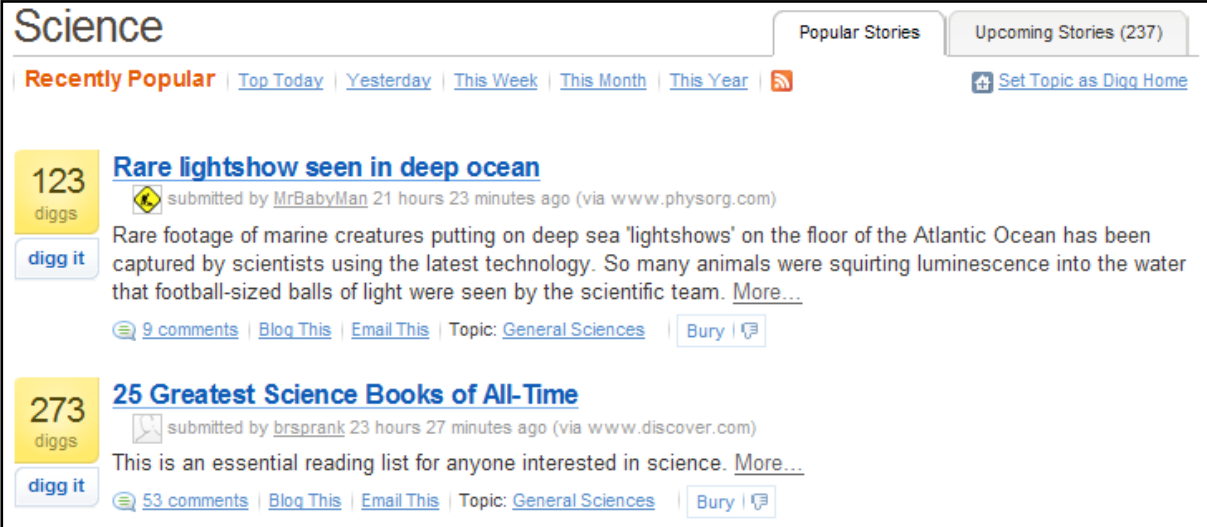


# e.g. Promote news in a social way

**Digg**, a user driven social content website  
(with no editorial board, reporters or opinion leaders)

After you **submit** news, other users **read** your submission and **vote** what they like best.

If your story rocks and receives enough votes, it is **promoted to the front page** for the **millions** of visitors to see.



The screenshot shows the Digg website interface for the 'Science' category. At the top, there are navigation tabs for 'Popular Stories' and 'Upcoming Stories (237)'. Below this, there are filters for 'Recently Popular' and a list of time-based filters: 'Top Today', 'Yesterday', 'This Week', 'This Month', and 'This Year'. A 'Set Topic as Digg Home' button is also visible. The main content area features two articles:

- 123 diggs** for the article **Rare lightshow seen in deep ocean**, submitted by MrBabyMan 21 hours 23 minutes ago. The article text reads: "Rare footage of marine creatures putting on deep sea 'lightshows' on the floor of the Atlantic Ocean has been captured by scientists using the latest technology. So many animals were squirting luminescence into the water that football-sized balls of light were seen by the scientific team. More..." It has 9 comments and is categorized under 'General Sciences'.
- 273 diggs** for the article **25 Greatest Science Books of All-Time**, submitted by brsprank 23 hours 27 minutes ago. The article text reads: "This is an essential reading list for anyone interested in science. More..." It has 53 comments and is also categorized under 'General Sciences'.

There are similar services in Spanish as: meneame, fresqui or negociame

**Tags:** web2.0, digg, news, user



# e.g. Defeat info asymmetry

The vertical and unidirectional flow of information between sellers and consumers has been changed to a more democratic situation

- Companies talk about their *incredible* products (ads, catalogues, etc)
- With Internet, **consumer's voice is powerful**

10 years ago, a **consumer's** bad experience (e.g. with a car) was propagated to 10-50 people. Now, it can be propagated through Internet to thousands or millions!

Freedom is, first of all, the chance to formulate the available choices, to argue over them -- and then, the opportunity to choose.

[\(C. Wright Mills\)](#)

Tags: web2.0, blogs, user



# The Ikea case

- In 2005, Alvy writes about a bad experience with Ikea (in his [blog](#))
- His comments were [propagated](#) through Internet...

Now if you search in google the word “Ikea” the third result is:

Ikea: Como mienten a los clientes

Of course, this is a very bad publicity for them



Tags: web2.0, blogs, user



# Kryptonite *unbreakable* locks

- A **consumer** states that their **high security locks for bicycles** could be opened with a ball pen, and he demonstrates it **sharing** a Video.
- This information was **propagated** through Internet very fast, and two days after it appears in traditional medias. (e.g. in The New York Times, with more than 5 millions of readers)
- At the beginning the **company denied** that facts.
- Finally, they announce that they were going to **change all the locks**. (with a cost of 10 millions of dollars!)

[The video in youTube](#), [More videos](#), [Even more](#)

Tags: web2.0, blogs, user



# e.g. Web 2.0 scientific journals

“We'll peer-review your work and **publish it online** as soon as possible so that it can start a **conversation** within the **community** that will enhance scientific progress” ([Plos One](#))

- They put **you in control** by giving you the online tools to get your paper into good shape for publication.
- Once submitted, their editorial board makes an objective and quick decision about **its technical quality**.
- Once accepted, your paper will be **published online within days**.
- Once your paper is live online, community peer review begins. (remember that anyone can download and use your paper as they wish)

Science is organized knowledge.  
Herbert Spencer (1820 - 1903)

**Tags:** web2.0, blogs, user



# Final comments...



# Web 2.0 services used to do this presentation:

- Google docs (to write some notes and the link page)
- SlideShare (to share the slides)
- YouTube (source of the videos)
- Wikipedia (main source of information)
- Blogs (source of information and promote the slides)
- Del.icio.us (to manage the links used here)
- Technorati (to look for information)



**All the references are available online in:**

[http://docs.google.com/View?docid=afx98pwm4qb\\_22f25p5n](http://docs.google.com/View?docid=afx98pwm4qb_22f25p5n)

**The presentation is also available in:**

<http://slideshare.net/kikollan/an-introduction-to-web-20-the-user-role>

**Basic concepts:**

[http://en.wikipedia.org/wiki/Web\\_2](http://en.wikipedia.org/wiki/Web_2)

[http://en.wikipedia.org/wiki/Social\\_networking](http://en.wikipedia.org/wiki/Social_networking)

<http://en.wikipedia.org/wiki/Wikis>

<http://en.wikipedia.org/wiki/Folksonomy>

<http://en.wikipedia.org/wiki/Blog>

<http://slideshare.net/glutzky/virtual-educa-las-aplicaciones-web-20>

<http://slideshare.net/dmcdowell/web-20-6952>

**Some examples of web-based applications:**

<http://www.flickr.com/>

<http://www.youtube.com/>

<http://www.slideshare.net/>

<http://www.thumbstacks.com>

<http://docs.google.com/>

<http://del.icio.us/>

## **Social Promotion of news:**

<http://www.digg.com/>  
<http://meneame.com/>  
<http://tec.fresqui.com/>

## **About symmetric information:**

[http://en.wikipedia.org/wiki/Asymmetric\\_information](http://en.wikipedia.org/wiki/Asymmetric_information)  
[http://en.wikipedia.org/wiki/Editorial\\_board](http://en.wikipedia.org/wiki/Editorial_board)  
[http://en.wikipedia.org/wiki/Mass\\_media](http://en.wikipedia.org/wiki/Mass_media)  
<http://www.microsiervos.com/archivo/mundoreal/ikea-miente.html>  
<http://www.tecnorantes.com/?p=47>  
<http://planeta.cordosfera.com.ar/2006/05/09/...>  
<http://edans.blogspot.com/2006/11/dell-ordenadores-explosivos-y-servicio.html>  
<http://edans.blogspot.com/2006/11/ya-estoy-conectado.html>  
<http://deambulando.wordpress.com/2006/11/06/yo-no-soy-tonto/>  
<http://salabecarios.blogspot.com/2006/03/murdoch-y-el-fin-de-la-asimetria.html>  
[The video in youTube](#), [More videos](#), [Even more](#)

## **Web 2.0 Scientific Journals:**

[http://en.wikipedia.org/wiki/Open\\_access](http://en.wikipedia.org/wiki/Open_access)  
<http://www.plosone.org/index.php>  
<http://www.biomedcentral.com/>

## **My own blog:**

<http://salabecarios.blogspot.com/>

... And That's All!



my blog:  
http://www.ensilicio.com

## En Silicio

Porque el Carbono no lo es todo...

INICIO DESTACADO AL AZAR! ARCHIVO AUTOR CONTACTO

SUSCRIPCIÓN

Cada mañana me he mirado en el espejo y me he preguntado: "Si hoy fuese el último día de mi vida, ¿querría hacer lo que voy a hacer hoy?" Y si la respuesta era "No" durante demasiados días seguidos, sabía que necesitaba cambiar algo.

Steve Jobs



### Anotaciones en una botella...

March 26, 2008 por KikoLlan · Sin Comentarios

Para conmemorar mis dos años de bitácora, he decidido repescar entre mi propio contenido y elegir un par anotaciones que volverán a la portada desde dos años en el pasado, como un mensaje en una botella traído hasta la bahía por un golpe de mar.

Y lo primero que ha llegado hasta nuestras costas de silicio ha sido:

- Un enorme bote de detergente que contiene mi alegato en favor de las lavadoras comunitarias. Esta anotación tuvo continuación cuando enuncié mi ley del tránsito a la madurez.



En Silicio es un blog escrito por KikoLlan, un joven investigador y doctorando (contactar).

Recuerda que puedes suscribirte.



Mi investigación | Flickr | LinkedIn | Facebook | Librarything | Delicious | Twitter

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Speculation politics  
technology internet

R&D research Books

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scienceFiction Mac

fertility propaganda bouble

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http://science.ensilicio.com